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# The role of emotional marketing and UTAUT on donation intention through social media

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### ABSTRACT

Donations through social media or any online platforms are becoming a new trend these days, thanks to the use of emotional marketing through narrations and visual depictions showing the real condition of people who need supports. Organizations are led to raise people's emotions to increase their intention to make donations. This study aims to examine the effect of emotional marketing on donation intention through social media platforms and people's willingness to use technology (UTAUT). This is explanatory research was conducted through a survey on 365 respondents of Malang city who had seen a crowdfunding commercial of Kitabisa.com. The structural equation analysis has led to findings that emotional marketing significantly influences people's donation intention, implying that the commercial is able to affect people's emotion into empathy and willingness to make donations through the charity campaign. Furthermore, this study also finds that UTAUT has a significant effect on the intention. The findings are useful for Kitabisa.com in their effort to increase people's donation intention through the use of emotional marketing.

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## Introduction

Indonesia has become one of the middle-to-low income countries to enter top ten states with the highest giving index and the only country in Asia having major increase in the last ten years (Charities Aid Foundation, 2019). World Giving Index is an annual report by Charities Aid Foundation based on three giving behaviors: helping unknown people, donating money, providing time for voluntary jobs. Of the three, money donation is the most activities (69%) done by Indonesians. It signifies that Indonesians are eager to donate for people in need.

Donation is an activity of helping or supporting organizations or individual projects voluntarily without expecting any return. It also includes promoting in education, religion, or any activities beneficial for the societies and welfare improvement. The action of donating people is not for direct profit for them (Pizzaro, 2000). Following the enhancement in technology and information, charity events can be held through online platforms. As reported by Kitabisa.com, the trend of online donation has increased more than two-fold during 2017-2018 (Annur, 2019). In addition, Kitabisa.com has one of the biggest platforms to conduct crowdfunding in Indonesia, recorded increasing amount of donation during the 2016-2018 period (Primastika, 2019). The organization now is the place for anybody to make social campaigns and donation pooling.

Online donation platforms such as Kitabisa.com are preferred by people due to their credibility and simplicity, particularly the supporting features (Liu & Aaker, 2018). The frequency and the value of online donations made by people of all age ranges were recorded to have a significant increase; in which charities made by millennials grew in frequency, while gen-x in value (Gojek Indonesia, 2020) since only 58.89% of millennials allocate less than 5% of their income for the act (Purnamasari, 2018), but their potentials to improve their contribution is quite high due to the considerable number of them who use technology, particularly the social media. Online donation platforms are also used by organization as marketing media to gather funds and to promote their projects (Chen et al., 2016). In their effort to increase donation intentions, organizations can use emotional marketing, that touches the emotion of users, because emotions affects many aspects, one of which is decision making (Murray, 2013). To create an emotional bond between platform-based social campaigns and the community, emotional values needs to be offered in order to influence

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people's decision. Emotional marketing through advertisements can influence consumer's decision when the delivered message is well delivered and the community has the same emotion with the organization (Business Tips, 2019). Online donation platforms can use emotional marketing to increase people's positive emotion to donate and to induce their happiness after making the donation so that they have a higher intention to donate more. The relationship can be established through various approach using auditory and visual stimulus and message framing (Hoyer et al., 2013). Visual stimulus influences mood through images and story branding. Baberini et al. (2015) revealed that social campaign images depicting sadness create sympathy to those who see it, making them motivated to know more about the donation organizers and make donations through them. Gleasure & Feller (2016) added that campaign imagery of social projects in crowdfunding produces higher amount of donation. Therefore, the presence of image has become one of the factors of donation intention (Majumdar & Bose, 2018). Jingle is an audio stimulus for mood that persuade people to feel certain messages. Jingles in commercials enhance message processing, brand recall, brand attitude, and even persuasive strength (Krishna et al., 2016). Background music makes people interested to know more about the commercial and to increase their intention to donate (or contributing to others), as stated by Purnama & Setyowati (2003) that commercial using background music are more likely to attract people to watch so that they can remember better about brands and their message.

In order to achieve their objectives, commercials need to put on taglines concluding their main text for message framing, as proven by (Chen et al., 2016) that emotional-message frames positively and significantly influence donation behavior. In addition, guilt appeal in commercials also creates people's sense of responsibility to make contributions, and such responsibility positively affects donation behavior (Chen et al., 2016). This shows that if certain messages are framed in emotional mood, guilt appeal, which makes people feel responsible to participate in donation or crowdfunding projects, will emerge. Nevertheless, Lammers (2019) found that message framing does not significantly influence donation intention and attitude to organization. Past studies tend to focus on one of the emotional marketing dimensions (either visual stimulus, auditory stimulus, or message framing), and they vary in findings so that they are unable to provide an appropriate description about marketing strategy to increase people's donation intention. Furthermore, the role of online donation platform technology acceptance in fundraising and linking between emotional marketing and donation intention has not been widely discussed. Therefore, this study attempts to assess the effect of emotional marketing on donation intention through a technology acceptance model (UTAUT). UTAUT (Unified Theory of Acceptance and Use of Technology Model), one of the latest model of technology acceptance Venkatesh et al. (2003) is proven to be more successful than other eight theories in explaining 70% of user variants (Venkatesh et al., 2003). Charity institutions nowadays have used emotional marketing theory in UTAUT as one of the ways to develop the process of charity fundraising. The technological advancement has led charitable funds to use approaches with effective and efficient models (Li et al., 2018).

Based on the background, the purpose of this research is to assess the effect of emotional marketing on donation intention through the use of social media platforms and technology, known as UTAUT. The willingness to use technology (UTAUT) has become the mediator for organizations to stimulate people's donation intention through social media. This study uses Ktabisa.com, the largest Indonesian crowdfunding platform, as the research object.

## **Literature Review**

### **Theoretical Background and Hypotheses Development**

#### *Emotional Marketing*

Emotional marketing as a new marketing concept develops in the contemporary marketing concept focusing on the importance of emotional relationship between company and consumer. It enables real exchange identification between companies and their consumers. According to Grisaffe (2011) in Sukoco & Hartawan (2011) emotional marketing is an important aspect for establishing a better interaction with consumers so that emotional bonds with them becomes more stable. The theory rests on the basic idea that the consumer's buying/consumption choices are increasingly affected by not rational, but rather emotional attributes of goods/services, brand symbols and other exchange elements, whose psycho symbolic features determine buying/consumption levels, and the type and duration of relationship. Contemporary consumption culture changes the value chain from rational attributes to emotions which serve to stimulate habits based on the emotional experience of individual that they create. To stimulate consumption habits of consumers, marketers usually make approaches to emotional marketing through visual and auditory stimuli and message framing (Hoyer et al., 2013).

#### *Unified Theory of Acceptance and Use of Technology Model (UTAUT)*

UTAUT is one of the latest technology acceptance models developed by Venkatesh et al. (2003). It combines successful features from eight prominent technology acceptance theories, i.e. theory of reasoned action (TRA), technology acceptance model (TAM), motivational model (MM), theory of planned behavior (TPB), combined TAM and TPB, model of PC utilization (MPTU), innovation diffusion theory (IDT), and social cognitive theory (SCT)), into one theory. It has been proven to be more successful than the others in explaining 70% of user variants. It has four main constructs which serve as significant direct determinants of behavioral intention and use behavior; they are performance expectancy, effort expectancy, social influence, and facilitating conditions (Sedana & Wijaya, 2009). It was then developed through addition of two other constructs, i.e. sense of trust and experience expectation in donation intention studies, as mentioned in the research of Li et al. (2018), the study found that all constructs have positive effects.

### *Donation Intention*

The theory of planned behavior proposed by Ajzen explains about predicting behavior that is not under the full control of individual desires (Veldhuizen et al., 2011). The theory of planned behavior states that intention is a factor that influences a person's behavior. Intention is influenced by three conceptually independent determinants: attitudes, subjective norms, and perceived behavioral control (PBC). Several studies have found that moral norms can be an important additional in predicting behaviors such as donations. According to Pizzaro (2000), donation in moral perspective is an altruistic behavior on the relevance of empathetic reaction and emotion regulation. There is a consistent relationship between empathy to the needy individuals and altruistic behavior. In addition, altruistic behavior may be influenced by the need of mending mood (Dickert et al., 2011).

### *Relationship between Emotional Marketing and UTAUT*

Multi-mode online media can be used to deliver information, where audio, video, and text are used to increase the effectiveness and efficiency of information delivery process. Positive auditory, visual, and message framing increases UTAUT elements, which eventually increase donation intention. According to Hoyer et al. (2013), marketers usually approach emotional marketing through the use of visual and auditory stimuli and message framing. Visually appealing crowdfunding application interface and visualization raises user's empathy. The presentation features of the application, such as images, image zooming, and several displays (e.g. different angle display) positively affect the willingness to use technology (Klein, 2003) and donation intention. High-resolution and sympathetically appealing images provide visual stimulus (Fuentes et al., 2017). Attractive websites and application display influences user's perception. Well picked images, according to Muhtaseb et al. (2012) stimulate users to make transaction, in this case using technology and making donations. Different pictures create different emotional situations in users. In addition, image is an important visual element to deliver message and purpose which reduces cognitive efforts and influences user behavior (Goodrich, 2011). Well-arranged visual information (higher design complexity) makes users think that a website is more pleasant, easier to use, more dynamic, and more useful (Lazard & King, 2020). It indicates that visual display influences the acceptance rate of a technology. Audio stimulus refer to various musical aspects such as tempo, mode, texture, and volume; all of which lead people to make actions. Audio or music is proven effective in increasing user's involvement, an important factor for perception and behavior. Audio stimulus persuades people to use Kitabisa.com website and increases their intention to make donations. It influences consumer's responses, particularly when the audio is congruent (appropriate and consistent with the delivered information), so that user's memory, emotion, and evaluation will be affected (Cuny et al., 2015).

H1: Visual stimulus positively and significantly influences UTAUT

H2: Auditory stimulus positively and significantly influences UTAUT

H3: Message framing positively and significantly influences UTAUT

### *Relationship between UTAUT and Donation Intention*

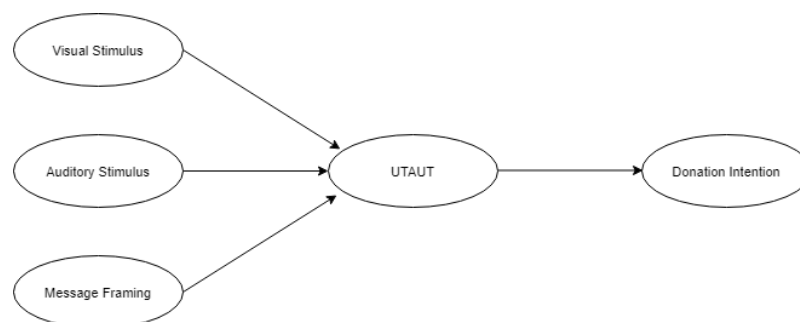
UTAUT is an approach model for understanding consumer's technology acceptance using four constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. In particular cases on crowdfunding for social events, Li et al. (2018) added two more constructs, i.e. sense of trust and experience expectation. Sense of trust becomes one of the indicators because it is a fundamental support for crowdfunding project. Trust on safety, professionalism, authority, reliability, and mechanism, credibility, and past experience of the crowdfunding projects or organizers influence donation intention. Experience expectation becomes another UTAUT indicator because crowdfunding is a new way to raise money, whose technological innovation mode and the novelty of the donation mode bring a fresh new experience for the donors.

H4: UTAUT positively and significantly influences donation intention

## **Research and Methodology**

### **Research Model**

The simplified model of this research is presented in the following Figure 1.



**Figure 1:** Research Model

## Data

This research uses explanatory method to explain the position of the investigated variables and the effect of a variable to others. This study uses survey method to collect facts about phenomena in the research object and to actually and systematically find information. The population of this study is all social media users who know about and have seen the marketing communication (commercials) of Kitabisa.com in Malang city. Since the number of Kitabisa.com users are not exactly known (infinite population), purposive sampling of non-probability method was used. The first criterion is people above eighteen years of age. The age limit was set based on the assumption that people above the age limit are considered mature and able to understand the statement items in the questionnaires, referring to the Law of Child Protection number 21 of 2002. The second criterion is people who have seen the commercials of Kitabisa.com based on the criteria, 365 respondents were selected. Statistical descriptive analysis was employed, and structural equation analysis using Partial Least Squares (PLS) was conducted to test the hypotheses. The analysis explains the outer and inner model measurement, from which construct validity and reliability and structural equation model analyses can be attained.

## Variable Measurement

The independent variable of this research is emotional marketing indicators: visual stimulus, auditory stimulus, and message framing, the mediating variable is willingness to use technology or UTAUT, and the dependent variable is donation intention. Each variable is elaborated into question items developed based on conceptual definitions explained in earlier chapters. There are sixteen items in total, measured using 5-point Likert scale from strongly disagree to strongly agree. Table 1: Variable, Indicators, and Statement Items

No	Variable	Indicator	Statement Item
1	<i>Emotional Marketing</i>	Visual Stimulus	Platform color is attractive (X1.1)
			Images in the commercials influence the feeling to donate (X1.2)
			Stories in the commercials influence the feeling to donate (X1.3)
		Auditory Stimulus	Music in the commercials influence emotion (X2.1)
			Background in the commercials influence emotion (X2.2)
		Message Framing	Tagline/slogan in the commercials is easy to remember (X3.1)
			Tagline/slogan in each post is comprehensible (X3.2)
			Tagline/slogan in each post is can influence opinion (X3.3)
2	UTAUT (Unified Theory of Acceptance and Use of Technology)	Performance Expectancy	Participating in crowdfunding projects to help others creates satisfaction (Z1.1)
		Effort Expectancy	The crowdfunding website of Kitabisa.com is easy to use (Z1.2)
		Social Influence	If possible, people with strong social responsibility feelings must take part in crowdfunding projects (Z1.3)
		Facilitating Conditions	Willingly donate money for crowdfunding projects by acquiring sufficient information such as videos, images, and stories (Z1.4)
		Sense of Trust	Reviews on projects held by Kitabisa.com is trustworthy (Z1.5)
		Experience Expectation	Crowdfunding is a new and interesting event (Z1.6)
3	<i>Donation Intention</i>		Intended to donate money in future crowdfunding projects (Y1.1)
			May not donate money in future crowdfunding projects (Y1.2)

Source: Researcher, 2020

## Result and Discussion

### Demographic Characteristics of Respondents

Based on the survey result, 43.3% of respondents are males, and 56.7% are females. It can be interpreted that most viewers of Kitabisa.com commercials are females. This has become normal as the commercials take more empathy from women, relevant with the finding of Fissinger (2015) that positive message framing that shows altruistic messages tend to have more significant effects on women than on men.

People in the age range of 17 to 20 are those with the highest frequency of watching commercials by Kitabisa.com. Accordingly, from education level perspective, high-school students are on top with the percentage of 64.1. This is because the respondents are

dominated by university academicians taking undergraduate programs. This research finds that people taking the degree have more free times, so they have more involvement in social projects and campaigns.

Most respondents are those with the income of lower than IDR 1 million (40.8%) per month, since most of them are university students. Those with the income of more than IDR 4 million per month are 7.7%, and 2.2% respondents did not respond to this question. The fact that respondents with the lowest income range dominate the number of donors is caused by the low minimum amount of donation. Kitabisa.com has made the minimum amount of IDR 10,000 to participate in their project.

Most respondents (51.2%) have watched the commercials more than three times, while the smallest portion of them (16.4) have seen the ads once. It is because social media is equipped with tracking pixel that will automatically record and store in forms of cookie, which identifies respondent's digital activities. Kitabisa.com also use random marketing through media, and users show their attention several times. Hence, respondents who show attention to the projects will be exposed multiple times to different projects. This strategy uses algorithm.

Most respondents encountered Kitabisa.com commercial in Instagram (58.4%), while those who see the commercial in platforms other than websites, Instagram, and YouTube are only 7.1%. This phenomenon is related to respondent's characteristics, that is mostly women from 17 to 20 years of age. Instagram users in Indonesia is 61.610.000 people, 22.6% of the population. Therefore, Instagram becomes the most strategic media to make users interact with commercials.

### Structural Equation Analysis

This study uses PLS in the structural equation analysis. It explains the models of outer model and structural (inner) model. Based on the measurement results, construct validity, reliability, and structural equation model can be analyzed.

### Outer Model Analysis

Outer model analysis for each variable is required before the data analysis using PLS that proves the magnitude of influence. This research model consists of five variables: visual stimulus, auditory stimulus, message framing, UTAUT, and donation intention. This assessment is required to ensure that the convergent validity and the construct reliability of each indicator have meet the requirement.

Convergent validity is used to check whether an indicator is able to measure the variable. The convergent validity of each indicator in measuring the variable is determined by the loading factor. An indicator will be said to be valid if its loading factor is higher than 0.6. The results of the convergent validity assessment show that the loading factors of all items is higher than 0.6. Therefore, it can be concluded that all items in the instrument are valid in measuring the variables. Convergent validity can also be determined based on the Average Variance Extracted (AVE). An instrument will be said valid in terms of convergence if the AVE of each variable is higher than 0.5. The results of the convergent validity assessment using AVE indicate that the model used to explain the relationship of all indicators and their latent variables, i.e. visual stimulus, auditory stimulus, message framing, UTAUT, and donation intention, is valid because the requirement of  $AVE > 0.5$  has been fulfilled. Thus, the indicators are valid to measure their variables.

Discriminant validity is calculated using cross loading. If the loading factor exceeds the correlation between the indicators and other variables, the indicator will be declared valid to measure the related variable. The results of the cross-loading calculation are presented in the following table.

**Table 2:** Discriminant Validity

Indicator	X1	X2	X3	Z	Y
X1.1	0.662	0.123	0.083	0.105	-0.182
X1.2	0.855	-0.069	0.057	-0.15	0.015
X1.3	0.812	-0.028	-0.127	0.072	0.133
X2.1	0.077	0.925	-0.045	-0.056	-0.011
X2.2	-0.077	0.925	0.045	0.056	0.011
X3.1	-0.085	0.019	0.786	-0.061	-0.035
X3.2	-0.128	-0.019	0.885	0.07	0.045
X3.3	0.228	0.002	0.788	-0.017	-0.015
Z1.1	0.048	0.081	-0.06	0.775	0.138
Z1.2	0.089	-0.135	0.221	0.66	-0.257
Z1.3	-0.117	-0.061	-0.005	0.765	0.091
Z1.4	-0.114	0.094	0.054	0.677	-0.062
Z1.5	0.026	-0.013	-0.169	0.61	0.042
Z1.6	0.072	0.022	-0.039	0.766	0.012
Y1.1	0.088	0.077	-0.033	0.357	0.786
Y1.2	-0.088	-0.077	0.033	-0.357	0.786

**Source:** Primary data processed, 2020

Based on the table above, the loading factor of all indicators is higher than the cross correlation in other variables, indicating that each of the indicators is able to measure the corresponding latent variables. Construct reliability is determined by evaluating the Cronbach's alpha value and composite reliability. A construct is said to be reliable if the Cronbach's alpha is higher than 0.6 and the composite reliability is higher than 0.7. In this research, all questionnaire items are reliable, or consistent in measuring the corresponding variable, because they have met the Cronbach's alpha and composite reliability requirement ( $>0.6$  and  $>0.7$ )

### Inner Model Analysis

Inner model analysis is performed by evaluating the results of the model's Goodness of Fit, which is used to identify the ability of exogenous variable to explain the variety of the endogenous variable or, in other words, to identify the contribution of exogenous variable to the endogenous variable. Goodness of Fit in PLS is measured using coefficient of determination (R-squared) and Q-squared predictive relevance (Q2). The summary of the model's Goodness of Fit is presented in the following table.

**Table 3:** Model Goodness of Fit

Endogenous	R-Squared	Q-Squared
UTAUT	0.451	0.453
Donation intention	0.195	0.196

**Source:** Primary data processed, 2020

The R-squared of UTAUT is 0.451 or 45.1%. The value indicates that UTAUT can be explained by visual stimulus, auditory stimulus, and message framing by 45.1%, or the contribution of visual stimulus, auditory stimulus, and message framing to UTAUT is 45.1%, and the remaining 54.9% is the contribution of other factors not examined in this research. The Q-squared of UTAUT is 0.453, indicating that visual stimulus, auditory stimulus, and message framing have strong influence on UTAUT. The R-squared of donation intention is 0.195 or 19.5%. It indicates that donation intention can be explained by UTAUT by 19.5% or, in other words, the contribution of UTAUT to donation intention is 19.5%, and the remaining 80.5% is the contribution of other factors not included in this study. The Q-squared of donation intention is 0.196, showing that the influence of UTAUT on donation intention is quite strong.

### Hypothesis Testing

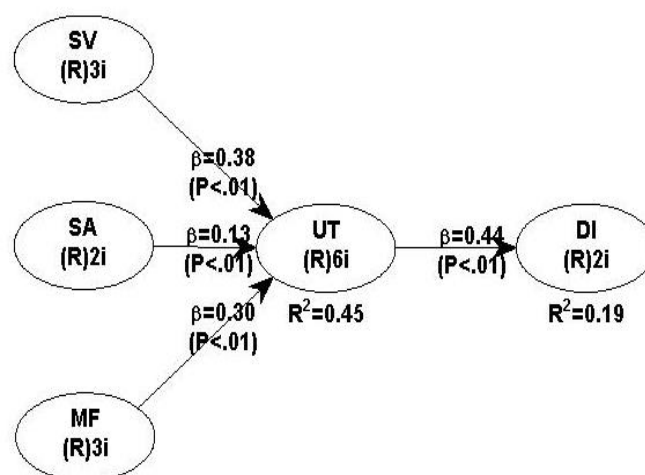
Hypothesis testing for direct effect determines the direct effect of exogenous variable on endogenous variable. If  $p \text{ value} \leq \text{level of significance}$  ( $\alpha = 5\%$ ), the effect of exogenous variable on endogenous variable is significant. The result of this study's hypothesis testing is as follows.

**Table 4:** Results of Hypothesis Testing for Direct Effect

Exogenous	Endogenous	Path Coefficient	SE	P Value	Notes
Visual Stimulus	UTAUT	0.385	0.05	$<0.001$	Sig
Auditory Stimulus	UTAUT	0.127	0.051	0.007	Sig
Message Framing	UTAUT	0.302	0.05	$<0.001$	Sig
UTAUT	Donation Intention	0.441	0.049	$<0.001$	Sig

**Source:** Primary data processed, 2020

Based on the table above, the hypothesis testing for the direct effect is depicted as follows.



**Figure 2:** Results of the hypothesis testing for the direct effect

Based on the results of the hypothesis testing, the following conclusions were made.

- i. *Hypothesis 1: The p value of the effect of visual stimulus on UTAUT is lower than the level of significance (alpha = 5%), i.e. <0.001, so hypothesis 1 is accepted. Therefore, visual stimulus positively affects UTAUT, implying that better visual stimulus tends to be followed by higher UTAUT.*
- ii. *Hypothesis 2: The p value of the effect of auditory stimulus on UTAUT is lower than the level of significance (alpha = 5%), i.e. <0.007, so hypothesis 2 is accepted. Therefore, auditory stimulus positively affects UTAUT, implying that better auditory stimulus tends to be followed by higher UTAUT.*
- iii. *Hypothesis 3: The p value of the effect of message framing on UTAUT is lower than the level of significance (alpha = 5%), i.e. <0.001, so hypothesis 3 is accepted. Therefore, message framing positively affects UTAUT, implying that better message framing tends to be followed by higher UTAUT.*
- iv. *Hypothesis 4: The p value of the effect of UTAUT on donation intention is lower than the level of significance (alpha = 5%), i.e. <0.001, so hypothesis 4 is accepted. Therefore, UTAUT positively affects donation intention, implying that better UTAUT tend to be followed by higher donation intention.*

## Discussion

Multi-mode online media can be used to deliver information, where audio, video, and text are used to increase the effectiveness and efficiency of information delivery process. Positive auditory, visual, and message framing increases UTAUT elements, which eventually increase donation intention.

Visually appealing crowdfunding application interface and visualization raises user's empathy. The presentation features of the application, such as images, image zooming, and several displays (e.g. different angle display) positively affect the willingness to use technology (Klein, 2003) and donation intention. High-resolution and sympathetically appealing images provide visual stimulus (Fuentes et al., 2017). Attractive websites and application display influences user's perception. Well picked images, according to Muhtaseb et al. (2012), stimulate users to make transaction, in this case using technology and making donations. Different pictures create different emotional situations in users. In addition, image is an important visual element to deliver message and purpose which reduces cognitive efforts and influences user behavior (Goodrich, 2011). Visual information composition influences technology acceptance (Lazard & King, 2020).

Audio stimulus refer to various musical aspects such as tempo, mode, texture, and volume; all of which lead people to make actions. Audio or music is proven effective in increasing user's involvement, an important factor for perception and behavior. Audio stimulus persuades people to use Kitabisa.com website and increases their intention to make donations. It influences consumer's responses, particularly when the audio is congruent (appropriate and consistent with the delivered information), so that user's memory, emotion, and evaluation will be affected (Cuny et al., 2015).

This research finding supports the study of Arora (2007), that positive message framing or messages emphasizing on benefit lead to positive attitude and intention, in this case the willingness to use Ktabisa.com. the decision of technology usage is a heuristic process affected by prominent messages aimed at target markets (Gallagher & Updegraff, 2012). Technology acceptance is influenced by user's perception about the potentials or risks from the use of certain technologies. Framing information into potential benefits (what to get from using services) and losses (what to lose from not using services) can give different influence in the decision making. Appropriate message framing can be a potent measure to increase the use of Kitabisa.com application and the intention to make donations.

It can be concluded that communication media used by the web and application developer of Kitabisa.com influence UTAUT elements that is the expectation of users about the performance and the capacity of Kitabisa.com in mediating the intention of users to contribute financially to those who need social aids. In addition, media stimulus in forms of audio, visual, and message construction also affect user's perception about simple effort they have to make in operating features provided by Kitabisa.com. Audio and visual stimuli and message framing used by Kitabisa.com affect user's evaluation on condition facilitating them to make donations.

UTAUT is an approach model for understanding consumer's technology acceptance using four constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. In particular cases on crowdfunding for social events, Li et al. (2018) added two more constructs, i.e. sense of trust and experience expectation. Sense of trust becomes one of the indicators because it is a fundamental support for crowdfunding project. Trust on safety, professionalism, authority, reliability, and mechanism, credibility, and past experience of the crowdfunding projects or organizers influence donation intention. Experience expectation becomes another UTAUT indicator because crowdfunding is a new way to raise money, whose technological innovation mode and the novelty of the donation mode bring a fresh new experience for the donors.

The results of the analysis indicate that UTAUT significantly and positively affect donation intention, implying that the higher people's acceptance on the technology offered by Kitabisa.com website, the higher their intention to donate and participate in the charity projects. Performance expectancy and social influence give a major contribution to the effect of UTAUT on donation intention. People may expect that their contribution and participation in donation projects and that the projects are fully funded and run as they should, and the success will bring satisfaction to them. The satisfaction from donating using the technology provided by Kitabisa.com increases the intention to behave (to donate). Furthermore, they can feel satisfaction from making such donation without

being worried having to spend a high amount of money as most respondents are people with the income of lower than IDR 1 million, thanks to Kitabisa.com, which offers a small amount of minimum donation, i.e. IDR 10 thousand. Projects offered by Kitabisa.com are social projects of helping others. In other words, when people are using the website of Kitabisa.com, they have already helped others.

## Conclusions

This study uses emotional marketing with three indicators: visual stimulus, auditory stimulus, and message framing, all of which significantly influence donation intention. This means that commercials made by Kitabisa.com are able to influence people's emotions leading to empathy. The emotion stimulates their willingness to donate through charity projects held by Kitabisa.com. Visual stimulus raises user's intention to access their websites and stimulate user's intention to donate because fixation time to access images is lower than time to access other stimuli, so user's tension as their cause for leaving the website and not making donations can be minimized. Combination of sensory stimuli, i.e. audio and visual, influences users' perception and creates experiences that affect their decision to use the website of Kitabisa.com. This study finds that message framing on the benefit of application usage can be effective in influencing people's perception about the usefulness of the donation application, which in turn will increase their donation intention.

UTAUT positively and significantly influences donation intention. It can be interpreted that the higher people's acceptance on technology used by Kitabisa.com, the higher their intention to donate and participate in charity projects held by the platform. In addition, the delivery of information concerning the success of the project to the donors will create satisfaction of using the technology.

This study is limited in that the respondents are people in Malang city. Subsequent researches are expected to mix respondent's characteristics, expand respondent location, and add more indicators. Combined with past studies, the new researches will be more comprehensive and produce more scientific insights.

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